

SAILOR MOON™



Dear Promotion Manager,

This is your station promotion kit for DIC's newest animated childrens' series, SAILOR MOON. We have included everything in this binder that you will need to advertise, publicize and promote this exciting new half hour strip. Among other things, enclosed you will find:

- * Contact Sheet
- * Satellite feed information
- * Format sheet
- * Air schedule with dates and episode titles
- * Show overview & synopsis
- * Character introductions for SAILOR MOON , the sailor scouts, her friends and the enemies
- * B/W line art
- * Logos
- * Color slides & B/W prints
- * Information on the SAILOR MOON Fan Club

DIC Entertainment and SeaGull Entertainment are committed to the success of SAILOR MOON in your market. We are anxious to work with you to reach that goal. Feel free to call us to discuss any aspect of the show or its continuing promotion. Like SAILOR MOON, we'll never turn our back on a friend! Good luck!

Bob Siegal
GM, Cable & Syndicated Programming
DIC Entertainment
(818) 955-5404

Sue Raymer
Promotion & Marketing
Consultant
DIC Entertainment
(818) 955-5652



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"Sailor Moon" Contact List

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SAILOR MOON™

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SAILOR MOON GENERIC FORMAT

Opening tease*	00:20
(separator)	00:01
Main Title	01:30
(separator)	00:01
Bumper Out	00:04
Commercial #1	01:02
Bumper In	00:04
(separator)	00:01
Show Title	00:10
(separator)	00:01
Segment #1**	09:00
(separator)	00:01
Bumper Out	00:04
Commercial #2	02:02
Bumper In	00:04
(separator)	00:01
Segment #2	07:00
(separator)	00:01
Bumper Out	00:04
Commercial #3	02:02
Bumper In	00:04
(separator)	00:01
Segment #3	02:34
(separator)	00:01
Bumper Out	00:04
Commercial #4	01:02
PSA	00:30
(separator)	00:01
Credits	00:30
Logos	00:10
Total Running Time	28:30
Segments Total: (inc. tease/PSA)	00:04
Separator Total:	00:10
Bumper total:	00:28
Commercial Time	06:08

* Tease and recap may vary with difference applied to segment totals.

** Segment lengths, tease and prologue can vary.



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SAILOR MOON TITLES & AIR DATES

9/11/95	254-101	"A Moon Star is Born"
9/12/95	254-102	"Talk Radio"
9/13/95	254-103	"Slim City"
9/14/95	254-104	"So You Want to be A Superstar"
9/15/95	254-105	"Computer School Blues"
9/18/95	254-106	"Time Bomb"
9/19/95	254-107	"An Uncharmed Life"
9/20/95	254-108	"Nightmare in Dreamland"
9/21/95	254-109	"Cruise Blues"
9/22/95	254-110	"Fight to the Finish"
9/25/95	254-111	"Match Point for Sailor Moon"
9/26/95	254-112	"An Unnatural Phenomena"
9/27/95	254-113	"Wedding Day Blues"
9/28/95	254-114	"Shutter Bugged"
9/29/95	254-115	"Dangerous Dollies"
10/2/95	254-116	"Who is That Masked Man"
10/3/95	254-117	"An Animated Mess"
10/4/95	254-118	"Worth A Princess's Ransom"
10/5/95	254-119	"Molly's Folly"
10/6/95	254-120	"A Friend in Wolf's Clothing"

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10/9/95	254-121	" Jupiter Comes Thundering In"
10/10/95	254-122	"The Power of Friendship"
10/11/95	254-123	"Mercury's Mental Match"
10/12/95	254-124	"An Artful Attack"
10/13/95	254-125	"Too Many Girlfriends"
10/16/95	254-126	"Grandpa's Follies"
10/17/95	254-127	"Kitty Chaos"
10/18/95	254-128	"Tuxedo Melvin"
10/19/95	254-129	"Sailor V Makes the Scene"
10/20/95	254-130	"A Crystal Clear Destiny"
10/23/95	254-131	"A Reluctant Princess"
10/24/95	254-132	"Bad Hair Day"
10/25/95	254-133	"Little Miss Manners"
10/26/95	254-134	"Ski Bunny Blues"
10/27/95	254-135	"Ice Princess"
10/30/95	254-136	"Last Resort"
10/31/95	254-137	"Tuxedo Unmasked"
11/1/95	254-138	"Fractious Friends"
11/2/95	254-139	"The Past Returns"
11/3/95	254-140	"Day of Destiny"
11/6/95	254-141	"The Return of Sailor Moon"
11/7/95	254-142	"So You Want to be in Pictures"
11/8/95	254-143	"A Knight to Remember"
11/9/95	254-144	"VR Madness"
11/10/95	254-145	"Cherry Blossom Time"



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11/13/95	254-146	"Kindergarten Chaos"
11/14/95	254-147	"Much Ado about Babysitting"
11/15/95	254-148	"Raye's Day in the Spotlight"
11/16/95	254-149	"Food Fetish"
11/17/95	254-150	"Mirror, Mirror on the Wall"
11/20/95	254-151	"Detention Doldrums"
11/21/95	254-152	"Secret Garden"
11/22/95	254-153	"Treed"
11/23/95	254-154	"Serena Times Two"
11/24/95	254-155	"The Cosmetic Caper"
11/27/95	254-156	"Sailor Mercury Moving On?"
11/28/95	254-157	"Gramps in a Pickle"
11/29/95	254-158	"Trouble Comes Thundering Down"
11/30/95	254-159	"A Charmed Life"
12/1/95	254-160	TBA
12/4/95	254-161	TBA
12/5/95	254-162	TBA
12/6/95	254-163	TBA
12/7/95	254-164	TBA
12/8/95	254-165	TBA

Additional titles and air dates to follow.



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SAILOR MOON SATELLITE FEED INFORMATION

FEED#1

SUNDAYS (BLOCK FEED)
5:00-8:00AM ET
TELSTAR 401/CH5
AUDIO: 5.8L/6.2R/6.8 MONO

FEED#2

MONDAY - FRIDAY (DAILY FEEDS)
11:00 - 11:30AM ET
TELSTAR 401/CH5
AUDIO: 5.8L/6.2R/6.8 MONO

Please note that the first feed is a block feed including all five shows with five minutes between each reel. The daily feeds are fed separately, one show for each day.

FOR SATELLITE FEED QUESTIONS
CONTACT:
Debbie Hulsey
FOUR MEDIA COMPANY
(818) 840-7255



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ATTENTION:
PROMOTION MANAGERS

**ENCLOSED ARE STORY SYNOPSIS FOR ALL 65
EPISODES OF SAILOR MOON
PLEASE ADD THESE TO YOUR EXISTING
STATION PROMOTION KIT**

**DIC Entertainment
(818) 955-5404**

PROGRAM INFORMATION
DESIGN ELEMENTS

SAILOR MOON SYNOPSIS

"A MOON STAR IS BORN" #101

In this premiere episode, 14 year old schoolgirl, Serena learns that she is "Sailor Moon" and that her destiny is to save the world from the evil Queen Beryl. Luna the talking cat and Tuxedo Mask are also introduced as Sailor Moon's guides and protectors. Sailor Moon's lesson: believe in yourself and anything is possible.

"TALK RADIO" #102

Queen Beryl, in her constant quest for the source of human energy, uses a late night radio talk show called "The Love Line" and one of her henchmen as the DJ, to entice Serena's teacher and her friend Molly to become their innocent victims. Sailor Moon, Tuxedo Mask and Luna, the talking cat, save their friends by exposing the show's evil intent and the Queen's plot to sap the energy human's expend on "love."

"SLIM CITY" #103

Serena's in a panic! She's gained weight and tries to lose it quickly by starving herself and working out. Her nemesis, Queen Beryl, has also learned that humans expend an absurd amount of energy on crazy diets and frenetic activity they call "fitness." Serena's fitness instructors are really Jedyte's and the energy used to work out is being fed directly to the Negaverse by putting humans in "relaxation pods." This becomes Sailor business as Sailor Moon saves the day and exposes the evil plot.

"SO YOU WANT TO BE A SUPERSTAR" #104

Serena's friends get stars in their eyes when super star, Saffron, visits their school and invites the kids to compete in a talent contest. But does Saffron really work for the Negaverse? Is Queen Beryl merely using this as a ploy to sap more energy from the unwitting contestants? And does Sailor Moon come to the rescue aided by Tuxedo Mask and Luna the cat? Of course!

"COMPUTER SCHOOL BLUES" #105

The evil Queen Beryl and her Jedyte henchman try to turn computers and human lust for scholastic achievement and success into another dastardly scheme to sap energy from Sailor Moon and her unwitting friends. In this episode Sailor Moon is joined for the first time by Amy who becomes Sailor Mercury.

"TIME BOMB" #106

Queen Beryl's henchman, Jedyte, finds a way to rig all the alarm clocks and rush time in an evil scheme to increase human energy as it crescendos in panic insuring a larger collection for the Negaverse. Sailor Moon and her Sailor Scouts successfully break Jedyte's spell. Sailor Moon's lesson: Patience doesn't come easy. Slow down and take your time.

"AN UNCHARMED LIFE" #107

Busloads of tourists have been disappearing from the sacred temple on Cherry Hill. Sailor Moon, Sailor Mars and Luna the cat travel through a Negaportal to save everyone from the evil Jedyte. When all hope is lost Raye, a girl who works in the temple appears. She is transformed into Sailor Mars with the help of Luna, the cat. Sailor Moon's lesson: Encourage your parents to carpool or take public transportation. It can help save the air we breathe.

"NIGHTMARE IN DREAMLAND" #108

Serena and the Sailor Scouts visit "Dreamland," the local amusement park, to investigate rumors that people are disappearing. Darien aka Tuxedo Mask joins them. The evil Jedyte is feeding bon-bons to the people making them fall into a deep trance so Queen Beryl's henchmen can easily sap their energy. Using teamwork, Sailor Moon, Sailor Mars and Sailor Mercury come to the rescue.

"CRUISE BLUES" #109

A dream vacation on the Sunset Romance Cruise Ship turns into a really bad trip for Sailor Moon and her scouts. The negaverse has sent Jedite and Titis to steal all the love energy from the humans on board. Sailor Moon's lesson: Letting someone make you feel bad about yourself is never a good idea. You deserve the best!

"FIGHT TO THE FINISH" #110

The evil Jedite challenges the three Sailor Scouts to a duel on the main runway of the local airport. The Jedite knows that if he loses, Queen Beryl will punish him by condemning him to the most profound darkness forever. In this episode a new soldier of Queen Beryl's is introduced - Neflite, who replaces the Jedite.

"MATCH POINT FOR SAILOR MOON" #111

Neflite poses as tennis coach, Maxfield Stanton. Molly's best friend, Katie Sandler, becomes a champion tennis player with the aid of a mysterious tennis racket with super-powers. Could the Negaverse be involved? Sailor Moon, Tuxedo Mask and the Sailor Scouts take over the court to save the day!

"AN UNNATURAL PHENOMENA" #112

Raye, Sailor Mars, starts dating Darien in this episode. Neflite, the evil Queen's henchman, chooses his next victim - an elderly gardener whose favorite park is being demolished. Sailor Moon and Sailor Mercury with the help of Sailor Mars and Tuxedo Mask save Mr. Baxter, the gardener, and the lovely park. Sailor Moon's lesson: Nature is a blessing that must not be taken for granted. Let's keep the trees in the parks not in the waste dump.



"WEDDING DAY BLUES" #113

Everyone's involved in a wedding dress sewing contest but when Neflite's Black Widow casts her evil web, the Sailor Scouts are snared. Serena's Mom meets Raye for the first time. Sailor Moon's lesson: It's what's inside a person that counts. Beauty is only skin deep.

"SHUTTER BUGGED" #114

The Sailor Moon scouts are dying to have their picture taken but this camera's capturing more than just pretty pictures. When the Sailor Scouts expose the evil Neflite's ruse, he turns his lens on Sailor Moon herself and her friends. Sailor Moon's lesson: There's more to beauty than looks. Things like character and the guts to stand up for what you believe in.

"DANGEROUS DOLLIES" #115

Dolls are usually pretty playthings but not in this episode. Some beautiful dolls suddenly become frightening pawns of Neflite's evil forces endangering Serena's brother, Sammy. The Sailor Scouts have their hands full. Sailor Moon's lesson: Even the best of friend's have misunderstandings and sometimes it seems like the hardest thing to say is "I'm sorry." Having friends is important and the most important thing to do is talk things out.

"WHO IS THAT MASKED MAN?" #116

In this episode a fake Tuxedo Mask appears. Serena's friend Molly develops a crush on him. Sailor Moon finds out too late that it's really the evil Neflite setting a trap to capture her. This time the Negaverse pulls out all the stops to finally stop Sailor Moon. Sailor Moon's lesson: be true to yourself.

"AN ANIMATED MESS" #117

The evil power of the Negaverse filters into an animation studio on this exciting episode. Jealousy, ambition and insecurity tear old friends apart and provide rich energy for the evil servants of the Negaverse. Sailor Moon's lesson: Doing something well takes time, patience and hard work. Most of all, don't cheat.

"WORTH A PRINCESS'S RANSOM" #118

An evening with Tuxedo Mask is cut short when Queen Beryl's evil servants come looking for the long lost Emperium Silver Crystal - the crystal that will shape the destiny of the entire universe. Sailor Moon's lesson: There are people in your community and other places that can hurt you. Let your parents and friends know where you're going and don't go to places that are deserted or make you feel scared.

"MOLLY'S FOLLY" #119

Molly's headed for big trouble in this episode. Neflite is the wrong guy to get a crush on! All he wants is to capture the Silver Emperium Crystal for the Negaverse and only the Sailor Scouts can stop him.

PROMO
CAM
INFO

DESIGN ELEMENTS

PICTURE

"A FRIEND IN WOLF'S CLOTHING" #120

In this episode, Molly casts her fate with Neflite. This becomes a dangerous choice when other henchmen of the Negaverse arrive determined to destroy him. Neflite finds out the true identity of Sailor Moon. Neflite saves Molly from the soldiers of the Negaverse but dies in the battle. Sailor Moon's lesson: There is good in everyone, even those you think are bad.

"JUPITER COMES THUNDERING IN" #121

Things are heating up in this episode when a new, more relentless henchman of the Negaverse appears. Queen Beryl explains who the Seven Shadows were and how the Queen of Serenity trapped them inside the Silver Crystal and then hurled them into space. The crystal shattered into the Seven Crystals - a shadow warrior locked into each piece. Now those warriors are reborn into humans who have no memory of their former existence. Sailor Jupiter is introduced. The Negaverse gets their first crystal from Joe, a boy with extraordinary powers. Sailor Moon's lesson: It is important to talk out your problems and listen to find out how other people feel. You might find that your differences aren't as bad as you think.

"THE POWER OF FRIENDSHIP" #122

Molly's feeling blue and seeks advice from a kindly man only to discover the evil Zoycite has business with him too. Will Zoycite capture a Rainbow Crystal? Luna, the cat, explains the story of the Seven Shadows battle against the Moon Kingdom and the Silver Emperium Crystal. Sailor Moon's lesson: true friends are hard to find.

"MERCURY'S MENTAL MATCH" #123

The evil Zoycite is back with a vengeance in this exciting episode. This time she attacks the school's brand new brainiac who he thinks is another keeper of a rainbow crystal. The Sailor Scouts try to save the school boy and the crystal as well from being stolen by Queen Beryl's evil henchman. Sailor Moon's lesson: it's important to take school seriously. You're learning more than just the lesson. You're learning discipline and patience and the ability to stick to something until you get it right.

"AN ARTFUL ATTACK" #124

In this episode, everyone's excited about a wonderful new artist but it's no pretty picture once the evil Zoycite turns up determined to capture another Rainbow Crystal for the Negaverse. Sailor Moon's lesson: We all want to please people at one time or another as long as you don't lose track of yourself and get caught up in what your friends what - like drugs or other bad stuff. You don't have to do everything your friends tell you. When something feels wrong, be true to yourself first.

"TOO MANY GIRLFRIENDS" #125

Sailor Moon discovers that Andrew has a girlfriend sending her into the depths of despair but not for long. Zoycite's monsters are back and they're after the Rainbow Crystals. Sailor Moon's lesson: Talking always helps when you have problems. Lots of kids great depressed and think no one can possibly understand them. If you're feeling that way, reach out for help and don't try to solve your problems alone.

ILLUSTRATION
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"GRANDPA'S FOLLIES" #126

In this episode, Raye's grandpa is acting very strange and no one knows what's wrong. Then Zoycite and her evil minion turn up at Raye's shrine looking for another Rainbow Crystal which is in Raye's grandfather. Sailor Moon's lesson: Lots of kids are impatient with older people but we should respect them because with all that living comes lots of wisdom and lots of stories. Don't miss out on what older people have to give us.

"KITTY CHAOS" #127

A little girl becomes a target for the evil Zoycite and all the alley cats of Tokyo are after Luna. But where's the Rainbow Crystal? Could Luna's fat feline friend be it's keeper? Sailor Moon's lesson: If you love your pet, give them good, nutritional food and make sure they get all the shots they need from your veterinarian. Don't let them wander into the street where they could get hit by a car.

"TUXEDO MELVIN" #128

Melvin, in an attempt to impress Molly, dresses like Tuxedo Mask. When he takes Molly on a date to an amusement park, Melvin gets caught in a full-on battle between the Sailor Scouts and the minions of the Negaverse fighting for control of all the Rainbow Crystals. Sailor Moon's lesson: Don't judge people by how they look or what they wear but what you know personally about them. And don't be swayed by some stupid prejudice you've always heard and never really questioned. Everyone is unique.

"SAILOR V MAKES THE SCENE" #129

There's a Sailor Moon look-alike in this episode but is she friend or foe? When she finally shows her true colors, is it too late for Tuxedo Mask? Sailor Venus, the fifth Scout, is introduced along with her guardian, Artemis the cat. Sailor Moon's lesson: Stay fit and healthy by passing up on the junk food and candy and eating fruits and veggies. Drink lots of water and get plenty of exercise.

"A CRYSTAL CLEAR DESTINY" #130

In this exciting episode the stakes couldn't be higher as Tuxedo Mask goes one-on-one with the evil Zoycite with the winner taking all the Rainbow Crystals. Queen Beryl and Zoycite now know the identity of the real Tuxedo Mask. Serena and Darien reveal to each other their real identities. Sailor Moon becomes the Moon Princess and regains the Silver Emperium Crystal. Sailor Moon's lesson: Darien is injured by the scheming low life, Zoycite. Anyone can get hurt by rushing around too fast or by running on a slick, wet surface. Don't be an accident waiting to happen by running with sharp objects in your hands. Take your time and think!

"A RELUCTANT PRINCESS" #131

Is Sailor Moon strong and brave enough to use the Silver Crystal to save her friends and thwart the Negaverse? Tuxedo is fighting for his life. It is revealed that he was a Prince from Earth and Serena was a Princess of the Moon. They were to marry. the Negaverse. In this exciting episode, Zoycite dies and Malachite takes over. Sailor Moon's lesson: Growing up means new responsibilities.

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"BAD HAIR DAY" #132

A free haircut becomes a really bad hair day for Sailor Moon when it becomes a all-out fight against a scissors-snipping monster from the Negaverse. But is the real Tuxedo Mask there to save the day or just get the Silver Emperium Crystal away from her? Sailor Moon's lesson: The value of hygiene and personal grooming. To feel good, you need to keep yourself looking good.

"LITTLE MISS MANNERS" #133

Sailor Moon decides that it's time to acquire the manners of a princess and to become the star pupil at a finishing school. She soon learns that the matron of THIS finishing school is more interested in finishing OFF her students and the Sailor Scouts have to stop her before it's too late. Sailor Moon's Lesson: There's more to good manners than knowing how to walk properly. Really good manners are about how you treat people and that means with respect and consideration. If you see someone struggling with a shopping bag, offer to help.

"SKI BUNNY BLUES" #134

Sailor Moon and Raye have both set their sights on winning the Miss Moon Princess Contest at the Pinecone Ski Resort not knowing until it's too late that it's nothing but a plot by evil Queen Beryl to lure and capture the Sailor Scouts. Will an avalanche stand in the way of the Sailor Scouts on skis? Sailor Moon's lesson: There's no reason that people can't compete with each other and stay friends. Have fun with your competition and when it's all over you can still be friends.

"ICE PRINCESS" #135

In this episode, Lita's showing off her skating skills and falling for a hunky ice star while Sailor Moon falls in a more painful way. When the ice stars turn out to be pawns of the evil Negaverse, Tuxedo Mask suddenly comes to Sailor Moon's rescue. Sailor Moon's lesson: Don't let one disappointment keep you from enjoying all the other good things in your life.

"LAST RESORT" #136

Serena and her family go on a vacation to a lake resort. When the creature trapped in the lake attacks her family, Serena transforms into Sailor Moon and saves them.

"TUXEDO UNMASKED" #137

Queen Beryl starts to recapture those unfortunate seven who carried the Rainbow Crystals, including Amy's good friend, Greg, and unite them into the Invincible Shadow - a mighty warrior. Then the Sailor Scouts will not have a chance in battle and the Queen will be rid of them once and for all. But when Amy vows to protect Greg, it's a hardened Prince Darien she must vanquish. Sailor Moon's lesson: If you want something badly enough, you have to work for it. Don't get discouraged and don't let roadblocks stop you from getting your dreams.

"FRACTIOUS FRIENDS" #138

The Sailor Scouts are squabbling and Queen Beryl and her henchmen intend to take full advantage of the situation. It's a dangerous game of cross and double-cross. Are the Scouts really splitting up or is it just a trick? Sailor Moon's lesson: Part of being a good friend is being able to listen when you don't agree. And you don't always have to win. Sometimes you can just agree to disagree and you can still be friends.

"THE PAST RETURNS" #139

The forces of the Negaverse have finally broken into our universe intent on taking over the world. Sailor Moon meets her mother, Queen Serenity, who takes her back to her roots to see the final days of the Moon Kingdom, once the happiest place of the galaxy. Sailor Moon's lesson: If we're not careful we could destroy our planet through pollution and carelessness. Recycle...it's everyone responsibility to keep our planet beautiful.

"DAY OF DESTINY" #140

Today's D-Day as Sailor Moon finally faces off against the evil Queen Beryl, her "doom and gloom" girls and Tuxedo Mask, himself. Sailor Moon defeats Queen Beryl and blasts her back to the Negaverse but Sailor Moon loses her memory in the process. The Earth finally has a chance for real peace at last. Sailor Moon's lesson: Always be true to what you know is right. Stay strong and healthy and do your very best in school.

"THE RETURN OF SAILOR MOON" #141

Serena's back to being a normal schoolgirl and doesn't remember a thing about the Sailor Scouts new. Alan and Anne, secretly from the Negaforce, enroll in Serena's school as brother and sister only to plot to steal energy to feed their "Doom Tree." Suddenly Serena is called upon once more to become Sailor Moon and save her fellow human beings. Sailor Moon's lesson: It's scary to leave what's comfortable and safe behind but remember change can be pretty exciting. It means new adventures , new people and places.

"SO YOU WANT TO BE IN PICTURES" #142

The Sailor Scouts are lured into a glamorous movie studio only to discover that there's something sinister going on behind the scenes. The Sailor Scouts have no memory of their heroic life, but when the time comes, they rally 'round their old friend and save the day as the Sailor Scouts. Sailor Moon's lesson: You lose more than your friends' respect when you're unreliable. You miss out on all sorts of opportunities because people don't believe you'll come through for them. Don't be a flake and do practice what you preach!

"A KNIGHT TO REMEMBER" #143

Serena misses Tuxedo Mask and Darien's affection. Then a monstrous lion from the Negaverse attacks the Sailor Scouts but they are saved by the mysterious "Moonlight Knight." Sailor Moon's lesson: Learn what to do in an emergency. Don't panic. Alert an adult to get help. Have a basic first aid kit at home and your doctor's number near the phone.

"VR MADNESS" #144

A virtual reality theater is the location for the Negaverse's next attack but it gets way too personal for Sailor Moon when the villains attack her own family. When Sailor Moon attempts to defend them, her own Moon Tiara fails her. Suddenly the Moonlight Knight appears but how can he be there with Darien if Darien IS the Knight? Sailor Moon's lesson: Video game are cool but they shouldn't be your only interest. Get outside and play. Hike! Exercise! See your friends! There's plenty of cool stuff happening in the world outside the video game parlor.



"CHERRY BLOSSOM TIME" #145

Anne and Alan want to feed their dying Doom Tree with energy from humans who are paying homage to the beautiful Cherry blossoms. Sailor Moon receives the Moon Scepter from her mother. Sailor Moon's lesson: Friendship is all about being there for each other. Being a good friend means listening to each other, encouraging them to be better and not taking your friends for granted. They're a treasure you don't want to lose.

"KINDERGARTEN CHAOS" #146

In this episode, the evil villains try to steal the energy of defenseless kindergarten students by stealing the entire school bus full of kids. Serena changes into a substitute teacher to ride the bus and save the kids. Sailor Moon is aided by Sailor Venus and the Moonlight Knight. Sailor Moon's lesson: It's important for older kids to set an example as role models for the younger ones.

"MUCH ADO ABOUT BABYSITTING" #147

When Alan & Anne's cardian monster attack a daycare center, Serena & Darien are forced to become babysitters for a small child. Serena hopes it will rekindle their romance.

"RAYE'S DAY IN THE SPOTLIGHT" #148

In this episode, Raye not only organizes the Autumn festival but it's number one star. But her moment in the spotlight is cut short when a monster from the Negaverse makes a guest appearance determined to bring down the curtain. Sailor Moon's lesson: If you have a friend that's shy give them all the encouragement you can. Ask them what they think and give them time to answer. And if you're shy, try to understand that you're not alone. The world needs all kinds of people - even the shy ones.

"FOOD FETISH" #149

In this episode, everyone has food on the brain but when Lita tries out some of her coolest goodies on Alan, it makes Anne very jealous. The Sailor Scouts have to deal with Anne's wave of rage! The White Knight comes to their aid. Sailor Moon's lesson: If you're a picky eater you're missing out on a lot. And not just junk food and sweets but new vegetables and fruits like kiwis and papaya. It's always worth to try new foods. You might find something wonderful.

"MIRROR, MIRROR ON THE WALL" #150

Anne sets her sights on the lead in Darien's new play. But Anne's not Snow White and Alan's no Prince Charming. Alan sends a monster from the Negaverse to gather all the energy from the audience and ruin the production. Sailor Moon's lesson: Cheating is cheating - no matter how small. And if a person cheats in little ways, sooner or later they may very well cheat and steal in bigger, more serious ways.

"DETENTION DOLDRUMS" #151

A quick sneak from Sailor Moon's lunchbox turns into a dull day in detention until things begin to heat up. A monster from the Negaverse emerges that even Anne and Alan have no control over. Anne and Serena make a bet on who's going to snag Darien first. Sailor Moon's lesson: Wherever you chose to go after school, always let your folks know where you're going and what you're up to. Never go off with strangers.

"SECRET GARDEN" #152

Anne and Alan are desperate for energy to feed their Doom Tree and have called another one of their monstrous cardians to attack Melvin and Molly. Sailor Moon's lesson: Real trees can get hurt too. Never carve your initials into a tree trunk. But it's not only the trees that need protection. Keep your neighborhood free of graffiti and trash.

"TREED" #153

Sailor Moon is still trying to get free of Anne and Alan's terrible Doom Tree. The tree then traps Darien and Luna. And it tries to capture the other Scouts too! Sailor Moon declares her love for Darien. The Doom Tree speaks and tells the story of how it was called the Tree of Life in a long ago time.... and how it lives on positive energy not negative energy. That is why it has been dying. The tree asks Sailor Moon to rid it of all the negative energy it has been fed all these years. Sailor Moon learns the real identity of the Moonlight Knight who is the courageous soul of Darien that fights the Negaverse. Darien regains his memory so the Knight is no longer needed. Sailor Moon's lesson: Caring about other people not only makes them feel good, it makes you feel good, too. Try doing something nice for someone just because you want to. Giving can be just as much fun as receiving.

"SERENA TIMES TWO" #154

A child, called Rini, falls from the sky who looks remarkably like Serena and she's demanding the Silver Crystal. Serena family swears she's Serena's cousin but she doesn't remember ever having a cousin. When two villains from the future show up, Tuxedo Mask comes to save the day but he feels a uncanny closeness to this mysterious child also. Sailor Moon's lesson: Don't fall into the jealousy trap. Jealousy can be a terrible monster. There are too many other great things going on. Concentrate on them and pretty soon whatever you're so jealous about won't seem so important.

"THE COSMETICS CAPER" #155

Rini is having a strange effect on Darien. He breaks up with Serena leaving her devastated and broken-hearted. The two villains from the Negaverse and the future, Berti and Rubeus, are trying to take over and destroy Crystal Tokyo (the city one thousand years in the future) and Droydo tries to sell cosmetics from a store filled with nega-energy. Sailor Moon's lesson: Too much sun can be harmful to your skin. Start using sunblock daily and be smart in the sun!

"SAILOR MERCURY MOVING ON?" #156

Amy's (Sailor Mercury) off to Germany to study to be a doctor like her mother. Her departure comes at a time when the Negaverse has launched a treacherous attack on all the Sailor Scouts. Berti and Rubeus locate the first of the five star points of Crystal Tokyo.... an ice cream store. When they control all five points, the future city of Crystal Tokyo will be theirs. Atremis the cat is trapped in the deep freeze along with Luna and the Sailor Scouts. Sailor Mercury learns of their peril and returns to save them. She decides to stay with her friends and go to Germany another day. Sailor Moon's lesson: Learn to be responsible by accepting responsibilities and being the person everyone can count on.

"GRAMPS IN A PICKLE" #157

Grampa decides to branch out into his own martial arts fitness school. But when his over-enthusiastic assistants turn out to be ladies of the Negaverse, it's up to Raye and the other Sailor Scouts to save him. Sailor Moon's lesson: Lots of people don't like to be teased. It hurts their feelings or offends them. It is kinder to be sensitive to other people's feelings.

"TROUBLE COMES THUNDERING DOWN" #158

The villains from the future are plotting to drive Sailor Moon out by using her greatest fear - thunder. They summon the services of Droid Thunderclap to create thunder, flashing lightening and heavy rain to flush out poor little Serena but Rini gets caught instead. It is revealed that Rini must find the Silver Crystal to save her Mom's life. Sailor Moon's lesson: There are better ways to deal with things that are frightening than screaming. Try to understand why you're afraid. Knowledge is power.

"A CHARMED LIFE" #159

In this episode, everyone wants to turn their luck around so they trot off on shopping spree to a shop that sells charms, crystals and jewelry only to be greeted by some ladies from the Negaverse with evil on their minds. Sailor Moon's lesson: Love charms, crystals and horoscopes can be a lot of fun, but don't take them seriously. Count on yourself to make your own destiny. Set your goals and go for it.

"A CURRIED FAVOR" #160

Rini's class is having a curry-making party, Sailor Moon becomes the chef. But things go sour when the weird sisters from the Negamoon poison the food at the supermarket. Sailor Moon's lesson: We all need to know what to do in an emergency. Quickly alert an adult to get help. Or if you're alone, learn how to call 911. Talk to your parents or school nurse about how to use your home first aid kit.

"NAUGHTY 'N NICE" #161

In this episode, Rini's feeling lonely and blue. But when the four weird sisters from the Negamoon come calling, her friends start seeing red. There's a heated showdown between the sisters and the Sailor Scouts. It is revealed that the Crystal Tokyo of the future is being defended by strong female warriors sworn to protect the Royal Family ... possibly the Sailor Scouts of them future. Wiseman states that Sailor Moon looks like the future Queen of Tokyo and therefore Rini must be her daughter! Sailor Moon's lesson: It takes extra patience to take care of our younger siblings. If you lose your temper with them, talk it over with your parents or another adult.

"PREDICTION OF DOOM" #162

It looks like Darien's found a new girlfriend but Sailor Moon hasn't time to worry about it because she's been put under a spell by a creep from the Negaverse. She's been put into Eternal Sleep and only Darien can wake her. It is revealed that Darien in the future is married to Serena when she is Queen of Tokyo. Tuxedo Mask arrives to awaken Sailor Moon and save her. Sailor Moon's lesson: Always be careful when you go off to be alone. Always let someone - a parent or a friend - know where you are. And never go to a place where you feel scared. A place where you feel scared is no place to be.

"ENEMIES NO MORE" # 163

In this episode, Catzi, one of the twisted sisters from the Negamoon, has her sights set on capturing Rini and the heart of the wicked Rubeus. But when Rubeus dumps her, she's bent on revenge against the Sailor Scouts. But Sailor Moon uses her crystal against the negative energy in the mean and nasty Catzi and turns her around. Sailor Moon's lesson: There's good and bad in all of us but it's up to us to decide what we're all going to be.

"CHECKMATE" #164

A chess match between Amy and Berti, one of the sisters of the Negamoon, turns into a high-stake match of wits and courage turning Amy into a pawn of the Negaverse. Sailor Moon's lesson: Competition doesn't have to get ugly. There's no reason why people can't compete with each other and still stay friends. Have fun and when it's all over with you're still friends. And that's what counts.

"SIBLING RIVALRY" #165

It's sister versus sister as Rubeus pits his two remaining evil-doers against each other. It's an all out family feud in this exciting episode. Sailor Moon's lesson: True friends are hard to find. When you find one with a good heart, it means everything. Try making someone smile. It will make you feel like smiling, too.



SHOW OVERVIEW

WELCOME TO THE WONDERFUL WORLD OF SAILOR MOON!



DIC Entertainment, SeaGull & Renaissance-Atlantic/Bandai Toys are proud to announce they have joined forces to put



SAILOR MOON into orbit.

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DESIGN ELEMENTS

SHOW OVERVIEW

SAILOR MOON is the most successful property in the history of children's programming -- over 90 million fans and 1.5 billion dollars worldwide!

The SAILOR MOON cartoon is NUMBER ONE in France, Italy, Spain, Japan and Hong Kong!

In Japan alone, SAILOR MOON has become the biggest sales & merchandising phenomenon ever -- bigger than "Power Rangers" and "Turtles" combined!

SAILOR MOON is being launched with an unprecedented media blitz guaranteed to send sales and ratings sky-high.



DESIGN ELEMENTS

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DESIGN ELEMENTS



LOGO LINE ART



SAILOR MOON LOGO AND PMS - CALL OUTS

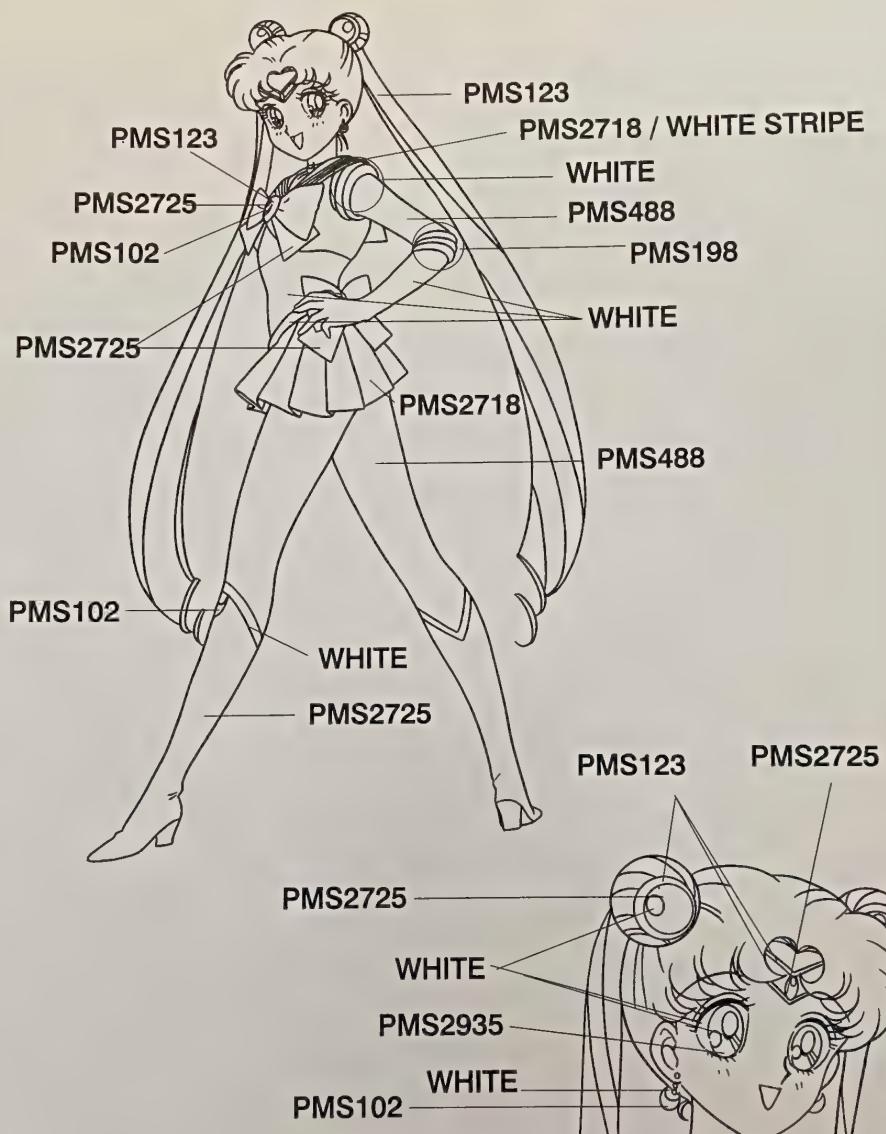


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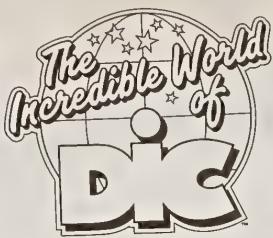
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SAILOR MOON



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PHOTOS & SLIDES

IN QUANTITY



ILLUSTRATION

PHOTOS & SLIDES



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PHOTOS & SLIDES

THE SAILOR SCOUTS and THEIR FRIENDS



Serena



SAILOR MOON

SAILOR MOON (Earthly name: Serena)

In her ordinary human form, she is clumsy and a bit fearful.

However, she always tries to be positive and does everything with all her might. She strongly believes in her obligation to fight against Queen Beryl's minions, even when she is afraid. Her special tiara transforms into a powerful weapon and she never hesitates to use it.

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PHOTO GUIDE

THE SAILOR SCOUTS and THEIR FRIENDS



Amy



SAILOR MERCURY

SAILOR MERCURY (Earthly name: Amy)

She is a classmate of Sailor Moon's. A brilliant girl, she has special blue goggles that are used to help her see what is not obvious to the naked eye. She also carries a miniature computer in the shape of a compact. Sailor Mercury's special celestial power allows her to spray her adversaries with foam bubbles, temporarily blinding them and giving the Sailors the advantage.

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PHOTOS & STORIES

THE SAILOR SCOUTS and THEIR FRIENDS



SAILOR MARS (Earthly name: Raye)
Obstinate and passionate, she has a crush on Darien.
Sailor Mars' powers are distributed in two ways: 1) she places her hands together and a stream of fireballs comes out of her index fingers as she points them at her target; 2) she has a parchment scroll, which when activated keeps Beryl's evil creatures away.

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THE SAILOR SCOUTS and THEIR FRIENDS



Lita

SM065



SAILOR JUPITER

SM066

SAILOR JUPITER (Earthly name: Lita)

She is a year older than the other girls. She is a leader and athletic. From the jewel in her Golden Tiara, an antenna appears, allowing her to unleash the electrical power of a thunderstorm on their enemies.

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THE SAILOR SCOUTS and THEIR FRIENDS



Mina



SAILOR VENUS

SAILOR VENUS (Earthly name: Mina)

Sailor Moon idolizes Sailor Venus, who was known as a super hero. There are posters of her all over town. She battles her enemies with a powerful beam of energy that projects from her hands in the shape of a crescent moon. Artemis, the other Guardian cat, is her friend and confidante.

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PHOTOS & SLIDES

THE SAILOR SCOUTS and THEIR FRIENDS



TXUEDO MASK

TXUEDO MASK (Earthly name: Darien)

He appears in every episode, but not as both characters every time. As Masked Tuxedo, he mysteriously appears whenever the girls are in trouble. As a signature piece, he always leaves a red rose behind. He can use his red rose to announce his presence, or throw it directly at an enemy to neutralize them, but to do so weakens him considerably.

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THE SAILOR SCOUTS and THEIR FRIENDS



SM071

LUNA & ARTEMIS

LUNA & ARTEMIS

Luna, a talking female cat, appears from the beginning as Sailor Moon's Guardian. She informs the others of their powers and gives them transformation pens (except for Sailor Venus, who is associated with Artemis, the talking male feline Guardian).

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PHOTOS & SLIDES

ENEMIES



QUEEN BERYL

SM072

QUEEN BERYL - She is power hungry and is single-minded in her determination to take over our universe. The most evil of creatures, she never leaves the Negaverse, but stays on her celestial throne and sees everything through her crystal receiver. Beryl expects perfection from the wicked minions she sends to do her bidding, and thinks nothing of destroying them if they fail her in any way.

PHOTOS & SLIDES

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ENEMIES



SM074

JEDITE

JEDITE is the first of Beryl's cohorts. He has short blonde hair. JEDITE is put into an eternal frozen state by Beryl when he fails to eliminate the Sailor Scouts.

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PHOTOS & SLIDES

ENEMIES



NEFLITE

SM073

NEFLITE replaces the frozen JEDITE. He has long brown hair and is significantly stronger than Jedite. Sailor Moon's best friend, Molly, falls in love with him, and he eventually tries to protect her. She is by his side when he shows his mortal side and is destroyed by...

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PHOTOS & STILLS

ENEMIES



SM075

MALACHITE

ZOYCITE

ZOYCITE, who is female and has long blonde hair. She is manipulative and constantly tries to gain Beryl's approval and is in love with...

MALACHITE, who has long white hair and is stronger than the others. He is in love with Zoycite.

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